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(54) Title: ARRANGEMENT FOR MOBILE COMMUNICATIONS AND WIRELESS PUBLISHING

(57) Abstract: A wireless communication system for transmission of digital messages to users of wireless communication devices (600, 610, 620, 630, 640, 650) on various wireless networks (500, 510, 520, 530, 540, 550) is provided. Messages to users are encoded with formatting corresponding to the network and/or subscriber device to which a message is to be delivered. A digital content server (100) can operate to create, encode and transmit messages to users of a plurality of different wireless networks (500, 510, 520, 530, 540, 550).